

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 105171  
**Alt Order #:** 06839014  
**Product Desc:** Issue  
**Estimate:** 1565  
**Flight Dates:** 08/07/12 - 08/14/12  
**Original Date / Rev:** 08/06/12 / 08/20/12  
**Order Type:** GENERAL  
**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Patriot Majority - Revised  
**Demographic:** A35+  
**Product Codes:** PLI1  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN  
**New Business Thru:**  
**Order Separation:** 00:08:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	53	\$62,025.00	\$52,721.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$62,025.00	\$52,721.25	0.00
<b>Totals</b>	<b>53</b>	<b>\$62,025.00</b>	<b>\$52,721.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$62,025.00
Market	100%	\$193,828.12

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$58,148.44
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$34,889.06
KTUD	1%	\$1,938.28
KVVU	15%	\$29,074.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,753.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners	430a-5a	MTWT--S		:30	3	\$150.001		0.00	NM	3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WT--S			3		\$150.00		0.00				

Order / Rev: 105171  
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Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1565  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WT--S			3		\$150.00		0.00				
E 2	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WT--S			1		\$200.00		0.00				
E 3	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WTF--			1		\$400.00		0.00				
E 4	KSNV	08/14/12	08/14/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-T-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----			1		\$400.00		0.00				
E 5	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WTF--			4		\$400.00		0.00				
E 6	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	0	\$0.00
NEWS 3 AT SUNRISE 8/4,8/11 only															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-			1		\$350.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	08/06/12-08/12/12		News 3 Sunrise - SATURDAY		6a-7a	-----Sa--	:30		(\$350.00)		0.00	NM		
Unresolved															
[PGM CHG = SAT TODAY 6A-7AM]															
E 7	KSNV	08/07/12	08/13/12	Olympics Late News 3 CM Late News during Olympics	CM	11pm-12:35am	M-WTFSS	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
2012 SUMMER OLYMPICS: LATE NEWS 7/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WTFSS			3		\$1,000.00		0.00				
E 8	KSNV	08/11/12	08/11/12	Sa-Su Early News CM Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-			1		\$650.00		0.00				
E 9	KSNV	08/14/12	08/14/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----			1		\$500.00		0.00				
E 10	KSNV	08/07/12	08/13/12	M-F Wheel CM M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WTF--			1		\$1,000.00		0.00				
E 11	KSNV	08/14/12	08/14/12	M-F Wheel CM M-F Wheel of Fortune	CM	7-730pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----			1		\$1,000.00		0.00				
E 12	KSNV	08/14/12	08/14/12	Rachael Ray CM Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00

Advertiser:	Patriot Majority
Product Desc:	Issue
Estimate:	1565

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/13/12	08/19/12	-T-----		1			\$325.00	0.00					
E 13	KSNV	08/14/12	08/14/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/13/12	08/19/12	-T-----		1			\$425.00	0.00					
E 14	KSNV	08/14/12	08/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/13/12	08/19/12	-T-----		1			\$425.00	0.00					
E 15	KSNV	08/14/12	08/14/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/13/12	08/19/12	-T-----		1			\$325.00	0.00					
E 16	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/07/12	08/13/12	M-WTF--		4			\$700.00	0.00					
E 17	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/07/12	08/13/12	M-WTF--		1			\$700.00	0.00					
E 18	KSNV	08/07/12	08/13/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/07/12	08/13/12	M-WTF--		1			\$1,000.00	0.00					
E 19	KSNV	08/14/12	08/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/13/12	08/19/12	-T-----		1			\$1,000.00	0.00					
E 20	KSNV	08/07/12	08/13/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/07/12	08/13/12	M-WTF--		2			\$1,000.00	0.00					
E 21	KSNV	08/14/12	08/14/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/13/12	08/19/12	-T-----		1			\$1,000.00	0.00					
E 22	KSNV	08/07/12	08/13/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/07/12	08/13/12	M-WTF--		6			\$1,000.00	0.00					
E 24	KSNV	08/14/12	08/14/12	Dr. Phil Dr Phil	CM	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PH															

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 Alt Order #: 06839014  
 Flight Dates: 08/07/12 - 08/14/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1565

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			1		\$600.00			0.00			
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$600.00			0.00			
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			1		\$700.00			0.00			
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			1		\$700.00			0.00			
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$700.00			0.00			
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			1		\$700.00			0.00			
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	MTWTFSS	:30	4	\$6,000.00	3	0.00	NM	4	\$24,000.00
2012 SUMMER OLYMPICS: PRIME COVERAGE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTFSS			4		\$6,000.00			0.00			
E 32	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			2		\$1,400.00			0.00			
E 33	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--			1		\$1,400.00			0.00			
E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AMERICA'S GOT TALENT (O) 8/14-9/4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----			1		\$4,000.00			0.00			
N 35	KSNV	08/13/12	08/13/12	Early Today Early Today	CM	4-430am	M-----	:30	1	\$175.00	1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----			1		\$175.00			0.00			
													Totals	53	\$62,025.00